

CLAIMS

I claim:

1. A business system, comprising:

a core business that supplies a customizable purchasing platform;

an affiliate organization provider that provides a good or a service for purchase;

a first Affinity partner that has a plurality of members; and

a member associated with the first partner, whereby the member may make purchases, and whereby the member making a purchase defines a customer.

2. The business system of claim 1 further comprising a second Affinity partner that has a plurality of members.

3. The business system of claim 1 further comprising a secondary Affinity partner that is associated with the first partner.

7. The business system of claim 1 wherein the customizable purchasing platform links to an affiliate organization partner web page by:

storing a web page template;

customizing the template to create a first partner web page; and

5 displaying the first partner web page to the member when the member accesses the web site.

8. The business system of claim 1 wherein the member accesses the web page via a click-through from a web page associated with the Affinity partner.

9. The business system of claim 1 further comprising an order processing system that seamlessly forwards an order for a good or service from a member to an affiliate organization.

10. The business system of claim 1 wherein the first Affinity partner receives a stock option in the core business.

11. The business system of claim 3 wherein the secondary Affinity partner receives a stock option in the core business.

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12. The business system of claim 1 wherein the first Affinity partner receives a portion of the profits of the core business.

13. The business system of claim 3 wherein the secondary Affinity partner receives a portion of the profits of the core business.

14. The business system of claim 1 wherein up to 50% of the residual income of the core business is distributed to Affinity partners and secondary Affinity partners.

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15. The business system of claim 1 wherein all the residual net profits of the core business are distributed.

16. In an Ifiniti system, a method of building a core business on the internet, comprising:

enlisting an Affinity partner having a plurality of members;

enlisting a member of the partner as a subscriber;

5 enlisting an affiliate organization provider to offer a good or service for purchase by a subscriber.

17. The method of claim 16 further comprising enlisting a secondary Affinity partner, the secondary Affinity partner having a plurality of members.

18. The method of claim 16 further comprising receiving an order from a member, the order being for a good or service supplied by an affiliate organization provider.

15 19. The method of claim 16 further comprising providing a stock option to the Affinity partner.

20. The method of claim 16 further comprising providing a portion of the profits of the core business to the Affinity partner.